



I claim:

a method for paying at least one recipient of a group of recipients for their attention to a message, comprising:

- (a) identifying an advertiser and an associated offer having at least one condition;
- (b) determining acceptance of the offer by recipients;
- (c) associating an expected value (EV) payment, and a corresponding Payoff, with the recipients;
- (d) selecting at least one of the recipients at random, with the probability being set at EV/Payoff;
- (e) determining whether the selected at least one recipient satisfies the at least one condition; and
- (f) based on a positive determination, providing the Payoff to the selected one of the recipients.

3. an online database system for paying at least one recipient of a group of recipients for their attention to a message, said system executing the following steps:

- (a) identifying an advertiser and an associated offer having at least one condition;
- (b) determining acceptance of the offer by recipients;
- (c) associating an expected value (EV) payment, and a corresponding Payoff, with the recipients;
- (d) selecting at least one of the recipients at random, with the probability being set at EV/Payoff;
- (e) determining whether the selected at least one recipient satisfies the at least one condition; and
- (f) based on a positive determination, providing the Payoff to the selected one of the recipients.